

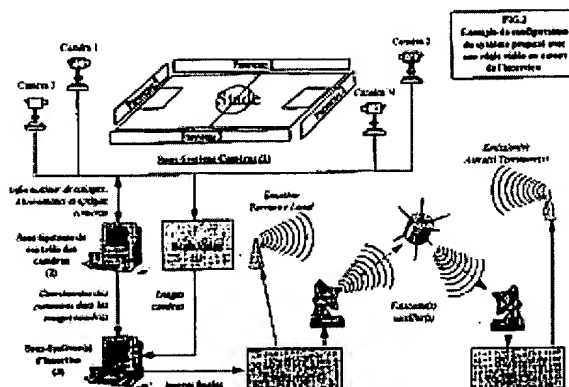
Real-time advertising insertion system for television signal

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Abstract of FR2730837

The insertion system includes a sub-system which is formed by a group of cameras (1), with each camera being fitted with a movement control that can be remotely operated. A computer sub-system (2) processes data concerning camera control to determine the position and state of each camera. A second computer sub-system (3) processes the camera information to insert virtual information from boards relating to centrally stored advertising data. The virtual information is inserted in the transmitted image before the television signal is relayed to various regional re-transmission stations. The virtual information is adapted to the needs of the particular reception region.



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